

**PM-USA SECOND QUARTER FORECAST PERFORMANCE
VS. ORIGINAL BUDGET***

2045369392

	<i>April</i>	<i>thru May 27</i>	<i>thru May</i>	<i>thru June 3</i>
		UNITS		
ACTUAL		37.6		
FORECAST		28.3		
DIFF	<i>6.8</i>	9.3	<i>8.7</i>	<i>9.0</i>
EXPLANATION		<i>no change</i>	<i>1.0</i>	<i>2.8 1.0</i>
CONSUMER TAKEAWAY	<i>0.5</i>	<i>✓ 1.0</i>	<i>0.7</i>	<i>1.5</i>
MARLBORO PROMOTION (5 FOR 4) —		<i>✓ 1.5</i>	<i>1.5</i>	<i>4.0 2.0</i>
NO PAYBACK	<i>0.4</i>	<i>✓ 4.0</i>	<i>4.0</i>	<i>2.1</i>
MCLANE	<i>4.0</i>	<i>2.1</i>	<i>1.9</i>	<i>2.1</i>
MICHIGAN ACCOUNTS	<i>2.1</i>	<i>0.1</i>	<i>0.2</i>	<i>0.2</i>
OTHER ACCOUNT LIFO ORDERS AND EXCESS	<i>0</i>	<i>0.8</i>	<i>0.5</i>	<i>0.7</i>
<i>good Friday</i>	<i>-0.5</i>			
TOTAL		9.3		

UNITS IN BILLIONS

*THROUGH MAY 27TH